
Recommended Product Array Synopsis

Coyote Valley

Prepared For: City of San Jose
Prepared By: S. L. State & Associates
August 2004



Distribution of Product Mix Coyote Valley

Product	% of Mix	# of Units
2-Story Townhomes	5.0%	1,250
3 & 4-Story Townhomes	12.0%	3,000
Lofts	2.5%	625
Low-Rise Mixed - 1	15.0%	3,750
Low-Rise Mixed - 2	10.0%	2,500
Mid-Rise Executive Condos	10.0%	2,500
Live-Work	1.5%	375
Transit-Oriented	5.0%	1,250
High-Rise Luxury Condos	5.0%	1,250
Apartments	10.0%	2,500
Senior Housing	5.0%	1,250
Alley-Loaded SFD	3.0%	750
Courtyard-2-Pack	5.0%	1,250
Small-Lot SFD	5.0%	1,250
Standard-Lot SFD	3.0%	750
Large-Lot SFD	3.0%	750
TOTAL HOUSING UNITS		25,000

* Preliminary Estimates: July 15, 2004



PRODUCT ARRAY - MATRIX OF PROGRAMS COYOTE VALLEY

Attached Programs

2-Story Townhomes	3 & 4-Story Townhomes	Lofts	Low-Rise Mixed - 1	Low-Rise Mixed - 2
1,500 \$550,000 \$367	1,400 \$ 475,000 \$ 339	800 \$ 350,000 \$ 438	1,100 \$ 450,000 \$ 409	1,500 \$ 575,000 \$ 383
2,000 \$650,000 \$325	1,800 \$ 550,000 \$ 306	1,300 \$ 435,000 \$ 335	1,650 \$ 550,000 \$ 333	2,200 \$ 685,000 \$ 311
1,750 \$ 600,000 \$ 346	1,600 \$ 512,500 \$ 322	1,050 \$ 392,500 \$ 386	1,375 \$ 500,000 \$ 371	1,850 \$ 630,000 \$ 347
Mid-Rise Executive Condos	Live-Work	Transit-Oriented	High-Rise Luxury Condos	
1,000 \$ 450,000 \$ 450	1,400 \$ 550,000 \$ 393	700 \$ 350,000 \$ 500	700 \$ 425,000 \$ 607	
1,800 \$ 625,000 \$ 347	2,000 \$ 675,000 \$ 338	1,300 \$ 450,000 \$ 346	2,000 \$ 725,000 \$ 363	
1,400 \$ 537,500 \$ 399	2,000 \$ 675,000 \$ 338	1,000 \$ 400,000 \$ 423	1,350 \$ 575,000 \$ 485	

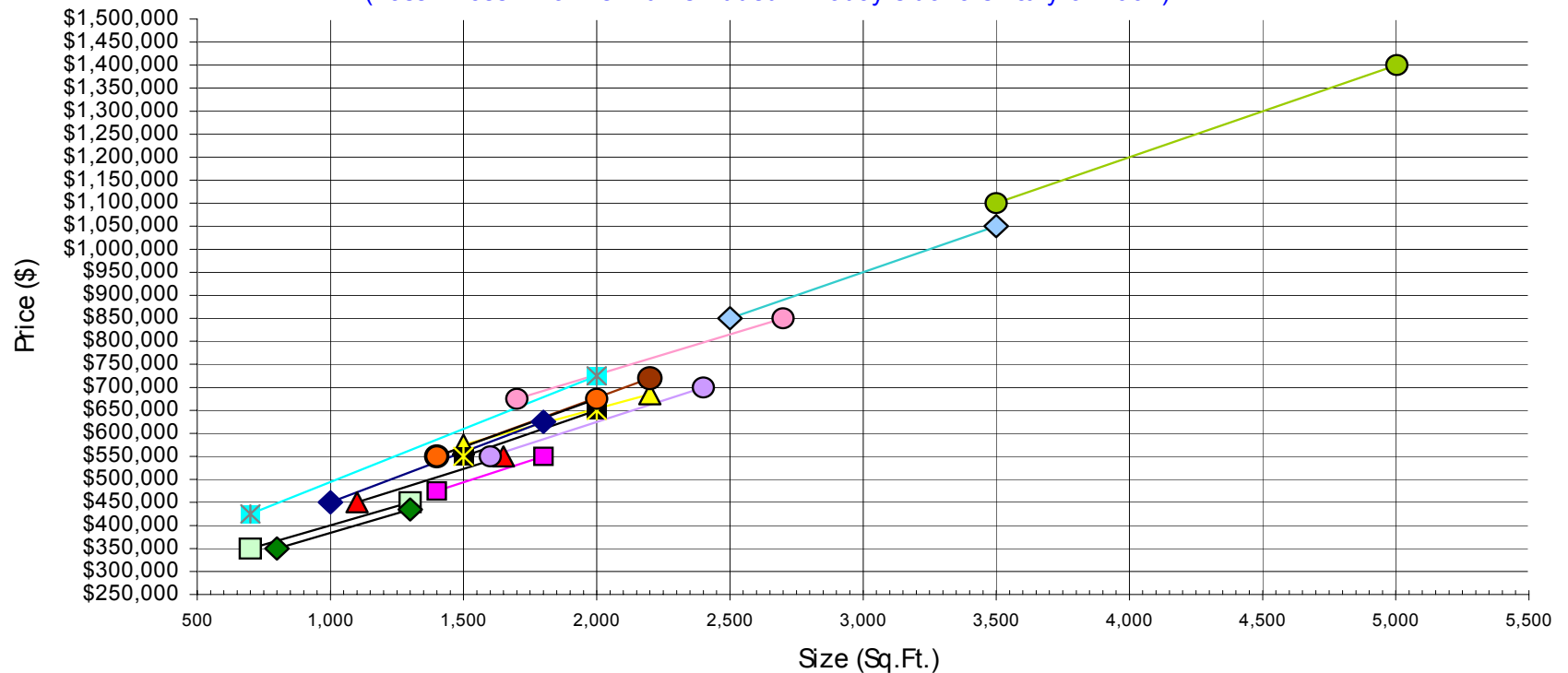
Detached Programs

Alley-Loaded SFD	Courtyard-2-Pack	Small-Lot SFD	Standard-Lot SFD	Large-Lot SFD
1,700 \$ 675,000 \$ 397	1,600 \$ 550,000 \$ 344	1,400 \$ 550,000 \$ 393	2,500 \$ 850,000 \$ 340	3,500 \$ 1,100,000 \$ 314
2,700 \$ 850,000 \$ 315	2,400 \$ 700,000 \$ 292	2,200 \$ 720,000 \$ 327	3,500 \$ 1,050,000 \$ 300	5,000 \$ 1,400,000 \$ 280
2,200 \$ 762,500 \$ 356	2,000 \$ 625,000 \$ 318	1,800 \$ 635,000 \$ 360	3,000 \$ 950,000 \$ 320	4,250 \$ 1,250,000 \$ 297



PRELIMINARY PRODUCT ARRAY COYOTE VALLEY

(Base Prices - No Premiums Added - Today's dollars - July of 2004)

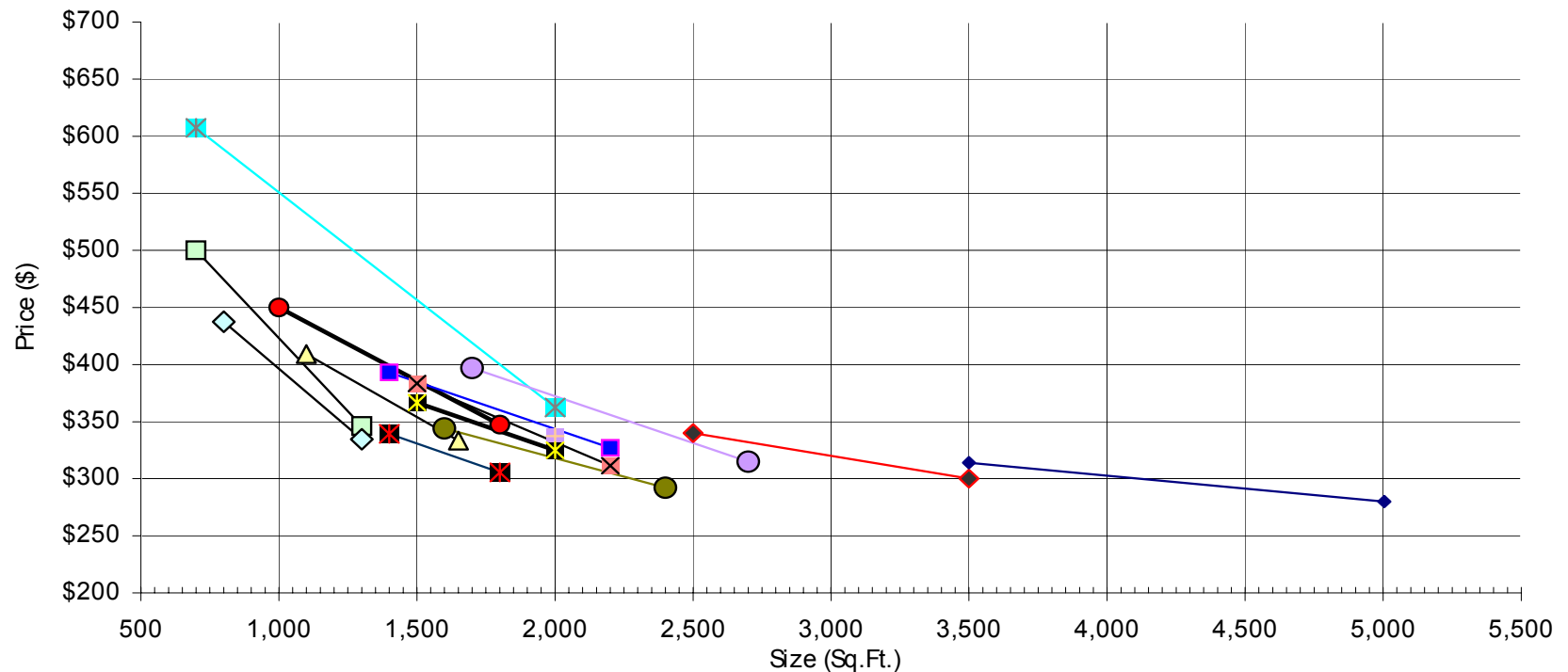


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|------------------------|-----------------------|---------------------------|-------------------------------|
| —□— Transit-Oriented | —◆— Lofts | —▲— Low-Rise Mixed - 1 | —✕— High-Rise Luxury Condos |
| —△— Low-Rise Mixed - 2 | —○— Alley-Loaded SFD | —○— Courtyard-2-Pack | —●— Small-Lot SFD |
| —◇— Standard-Lot SFD | —✕— 2-Story Townhomes | —□— 3 & 4-Story Townhomes | —◆— Mid-Rise Executive Condos |
| —●— Large-Lot SFD | —○— Live-Work | | |



PRELIMINARY PRODUCT ARRAY COYOTE VALLEY

(Base Prices - No Premiums Added - Today's dollars - July of 2004)



- | | | | |
|-----------------------------|---------------------------|----------------------|----------------------|
| ● Mid-Rise Executive Condos | □ Transit-Oriented | ◇ Lofts | △ Low-Rise Mixed - 1 |
| ■ Live-Work | ✱ High-Rise Luxury Condos | ✱ Low-Rise Mixed - 2 | ○ Alley-Loaded SFD |
| ● Courtyard-2-Pack | ■ Small-Lot SFD | ◆ Standard-Lot SFD | ✱ 2-Story Townhomes |
| ✱ 3 & 4-Story Townhomes | ◆ Large-Lot SFD | | |



SINGLE FAMILY ATTACHED PROGRAMS

1. 2-Story Townhomes
2. 3 & 4-Story Townhomes
3. Lofts
4. Low-Rise Mixed – 1 (Condo & TH)
5. Low-Rise Mixed – 2 (Condo & TH)
6. Mid-Rise Executive Condos
7. Live-Work
8. Transit-Oriented
9. High-Rise



PRODUCT ARRAY - MATRIX OF PROGRAMS - SFA COYOTE VALLEY

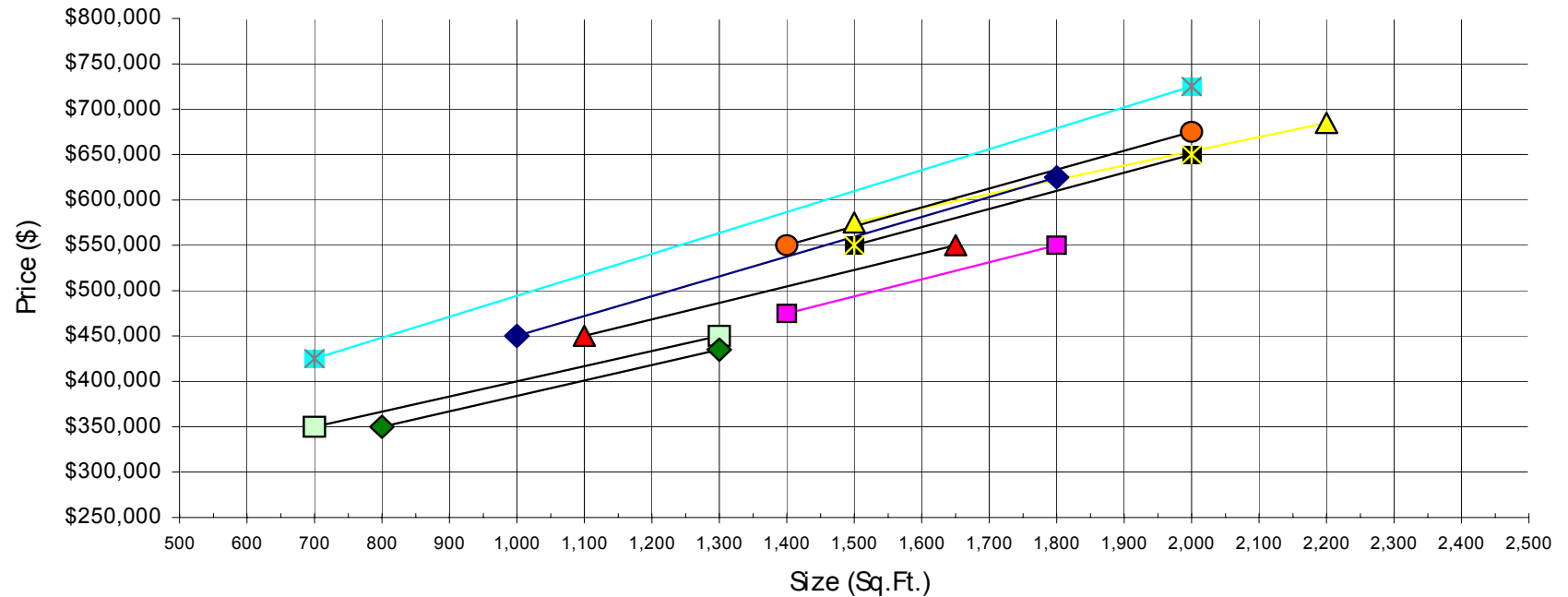
Attached Programs

2-Story Townhomes				3 & 4-Story Townhomes				Lofts				Low-Rise Mixed - 1				Low-Rise Mixed - 2			
1,500	\$550,000		\$367	1,400	\$ 475,000	\$	339	800	\$ 350,000	\$	438	1,100	\$ 450,000	\$	409	1,500	\$ 575,000	\$	383
2,000	\$650,000		\$325	1,800	\$ 550,000	\$	306	1,300	\$ 435,000	\$	335	1,650	\$ 550,000	\$	333	2,200	\$ 685,000	\$	311
1,750	\$ 600,000	\$	346	1,600	\$ 512,500	\$	322	1,050	\$ 392,500	\$	386	1,375	\$ 500,000	\$	371	1,850	\$ 630,000	\$	347
Mid-Rise Executive Condos				Live-Work				Transit-Oriented				High-Rise Luxury Condos							
1,000	\$ 450,000	\$	450	1,400	\$ 550,000	\$	393	700	\$ 350,000	\$	500	700	\$ 425,000	\$	607				
1,800	\$ 625,000	\$	347	2,000	\$ 675,000	\$	338	1,300	\$ 450,000	\$	346	2,000	\$ 725,000	\$	363				
1,400	\$ 537,500	\$	399	2,000	\$ 675,000	\$	338	1,000	\$ 400,000	\$	423	1,350	\$ 575,000	\$	485				



PRELIMINARY PRODUCT ARRAY - SFA PROGRAMS ONLY COYOTE VALLEY

(Base Prices - No Premiums Added - Today's dollars - July of 2004)

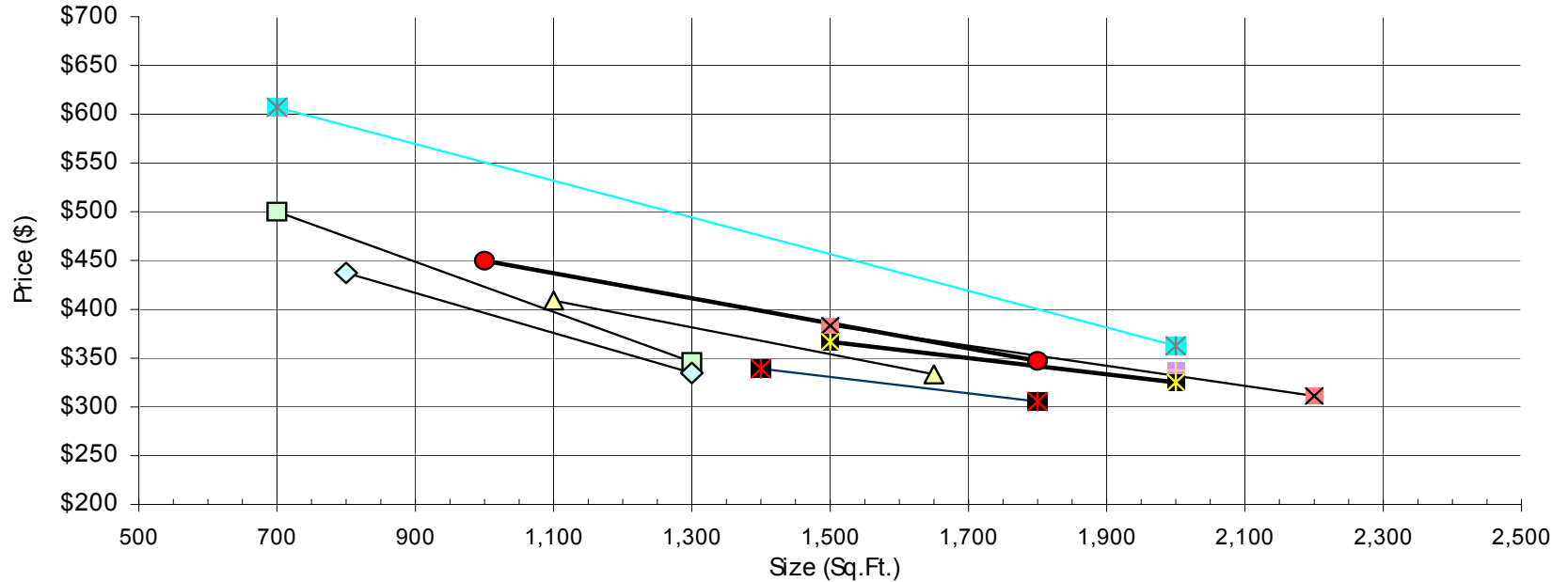


- Transit-Oriented
- High-Rise Luxury Condos
- 3 & 4-Story Townhomes
- Lofts
- Low-Rise Mixed - 2
- Mid-Rise Executive Condos
- Low-Rise Mixed - 1
- 2-Story Townhomes
- Live-Work



PRELIMINARY PRODUCT ARRAY - SFA PROGRAMS ONLY COYOTE VALLEY

(Base Prices - No Premiums Added - Today's dollars - July of 2004)



● Mid-Rise Executive Condos

■ Transit-Oriented

◇ Lofts

△ Low-Rise Mixed - 1

■ Live-Work

■ High-Rise Luxury Condos

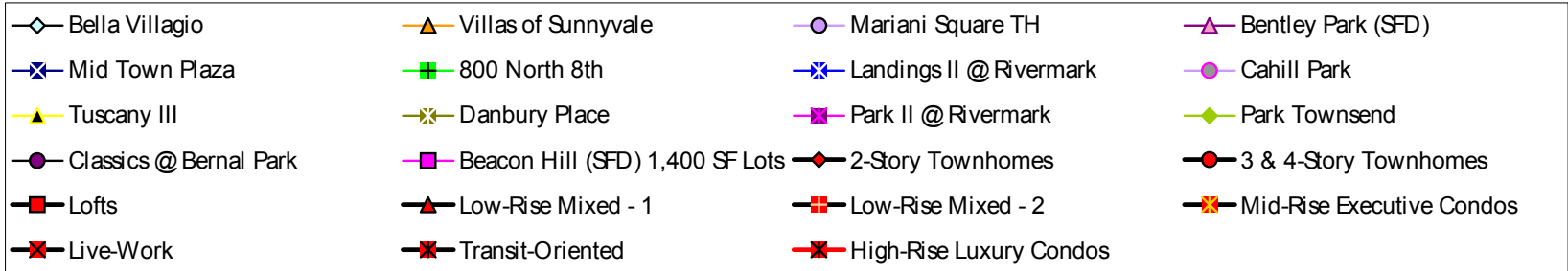
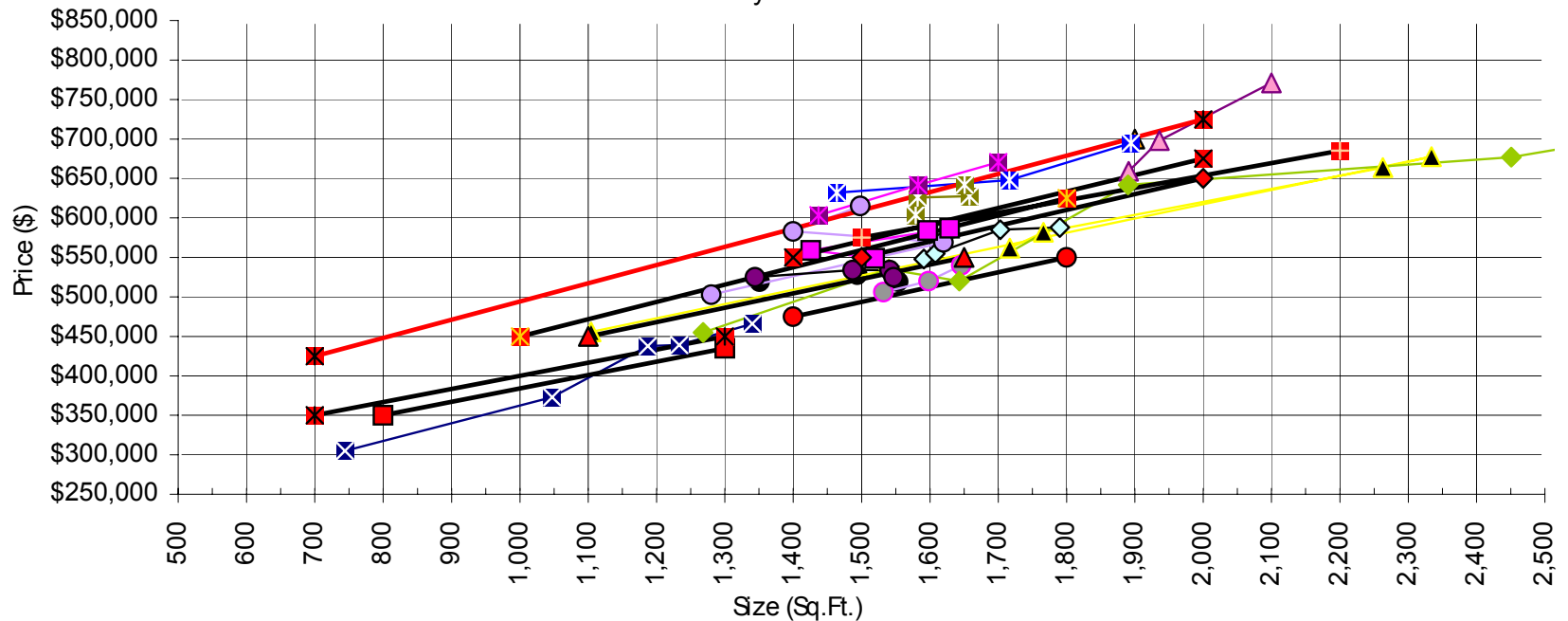
× Low-Rise Mixed - 2

■ 2-Story Townhomes

■ 3 & 4-Story Townhomes



Coyote Valley - Pricing Graph • Single Family Attached
 Santa Clara County • Competitive Market
 Base Price Comparison
 July of 2004



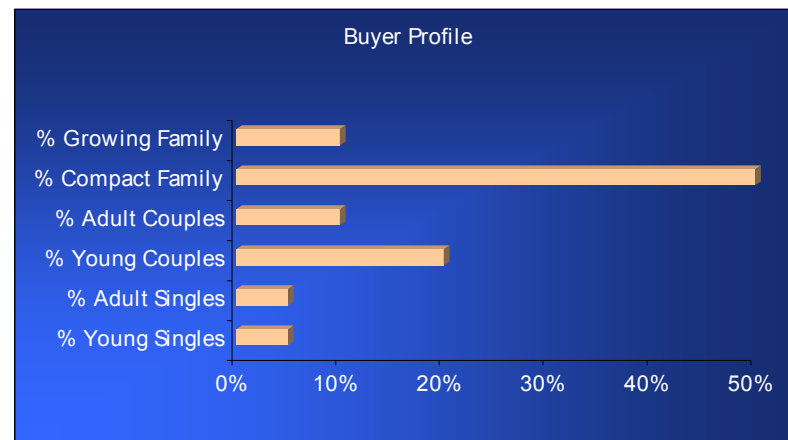
2-Story Townhomes

Overall Density 10-12 DUA

Price Range	Range: \$550,000 to \$650,000	Average: \$ 600,000
Sq. Ft. Range	1,500 to 2,000 SF	1,750
		\$350

Sales Per Month 6

Buyer Profile:	% Young Singles	5%
	% Adult Singles	5%
	% Young Couples	20%
	% Adult Couples	10%
	% Compact Family	50%
	% Growing Family	10%



Comments

Direct Access to garage
Private Patio/Yard Area
3 and 4-Bedroom Designs
Wood-burning fireplaces
Volume Ceilings
Average to high quality of specifications
Lives a lot like a single family detached program

Prototype

Landmark Collection - San Jose
Madison Square - San Jose



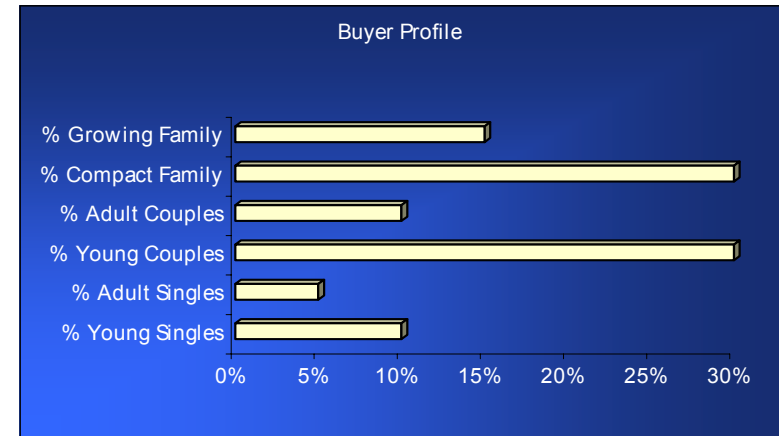
3 and 4-Story Townhomes

Overall Density 16-20 DUA

	Range:	Average:
Price Range	\$475,000 to \$550,000	\$ 525,000
Sq. Ft. Range	1,400 to 1,800 SF	1,600
		\$322

Sales Per Month 6

Buyer Profile:	% Young Singles	10%
	% Adult Singles	5%
	% Young Couples	30%
	% Adult Couples	10%
	% Compact Family	30%
	% Growing Family	15%



Comments

Two to three stories over parking
 Light and Airy Interiors
 Built-In media niche
 3-4 Bedrooms
 Crawl space for extra storage
 Wood-burning fireplaces
 Volume Ceilings
 Average to high quality of specifications

Prototype

Mariani Square - San Jose
 Whisman Park - Mt. View
 The Park @ Rivermark - Santa Clara
 Parc Metropolitan - Milpitas
 Keeble Place - San Jose



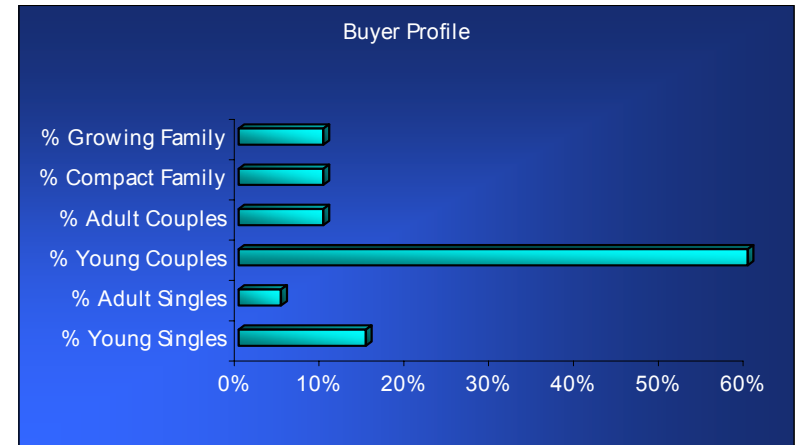
Low-Rise Mixed - 1 (Condo & TH)

Overall Density 35-60 DUA

	Range:	Average:
Price Range	\$400,000 to \$550,000	\$ 500,000
Sq. Ft. Range	1,100 to 1,650 SF	1,375
		\$371

Sales Per Month 6

Buyer Profile:	% Young Singles	15%
	% Adult Singles	5%
	% Young Couples	60%
	% Adult Couples	10%
	% Compact Family	10%
	% Growing Family	10%



Comments

Resort-Style living
Secure building with underground parking
Central courtyard
Dramatic 9' to 10' Ceilings
Private patios and terraces

Prototype

Bryant Square - Mt. View
The Plaza - San Jose
Villa d'Este - Playa Vista - Los Angeles

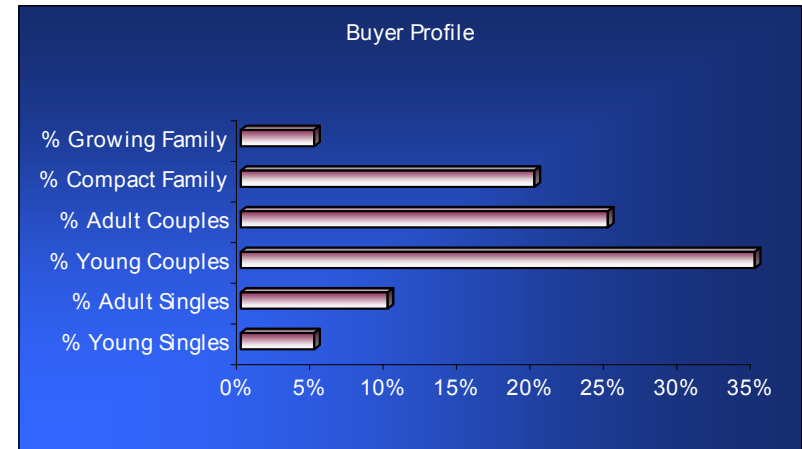


Low-Rise Mixed - 2 (Condo & TH)

Overall Density 25-40 DUA

	Range:	Average:
Price Range	\$575,000 to \$685,000	\$ 630,000
Sq. Ft. Range	1,500 to 2,200 SF	1,850
		\$347
Sales Per Month	6	

Buyer Profile:	% Young Singles	5%
	% Adult Singles	10%
	% Young Couples	35%
	% Adult Couples	25%
	% Compact Family	20%
	% Growing Family	5%



Comments

Resort-Style living
Secure building with underground parking
Central courtyard
Dramatic 9' to 10' Ceilings
Private patios and terraces

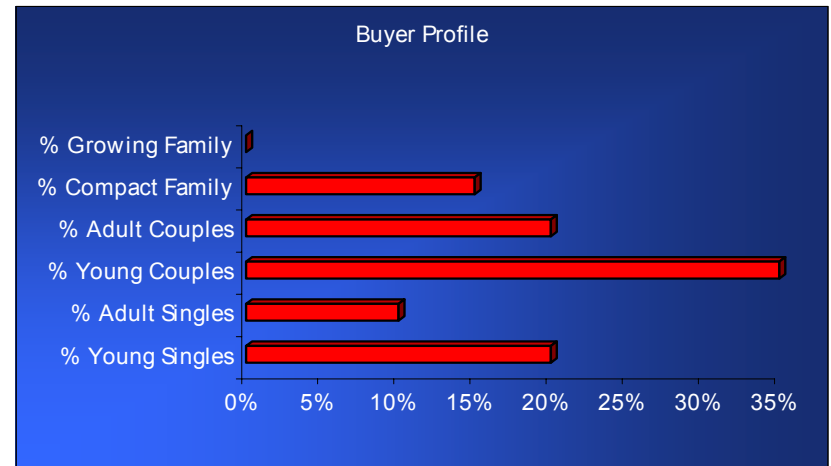
Prototype

Paraiso - Playa Vista - Los Angeles
Chatelaine - Playa Vista - Los Angeles



Live-Work

Overall Density	16+ DUA	
Price Range	Range: \$550,000 to \$675,000	Average: \$ 612,500
Sq. Ft. Range	1,400 to 2,000 SF	1,700
		\$360
Sales Per Month	6	
Buyer Profile:	% Young Singles	20%
	% Adult Singles	10%
	% Young Couples	35%
	% Adult Couples	20%
	% Compact Family	15%
	% Growing Family	0%



Comments

Small boutique businesses on the ground floor - living space above
 Lots of natural light in these units
 Direct access parking on ground level
 Small front porch
 Dramatic 9' to 10' Ceilings
 Private patios and terraces off work space
 Higher quality specifications and features

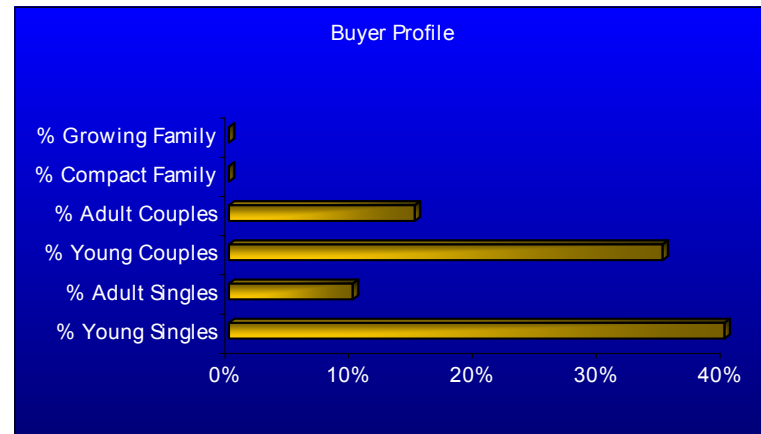
Prototype

Orencia Station - Hillsboro, Washington
 Metro-Walk - Hayward
 Bannister - Ladera Ranch - Orange County



Lofts

Overall Density	35-50 DUA		
Price Range	Range: \$350,000 to \$435,000	Average: \$	392,500
Sq. Ft. Range	800 to 1,300 SF		1,050
Sales Per Month	6		\$386
Buyer Profile:			
	% Young Singles		40%
	% Adult Singles		10%
	% Young Couples		35%
	% Adult Couples		15%
	% Compact Family		0%
	% Growing Family		0%



Comments

Open and contemporary space
 Studio, 1 Bedroom, 2 Bedroom Units
 High Ceilings
 Abundance of windows
 "Funky" Space
 Average to high quality of specifications

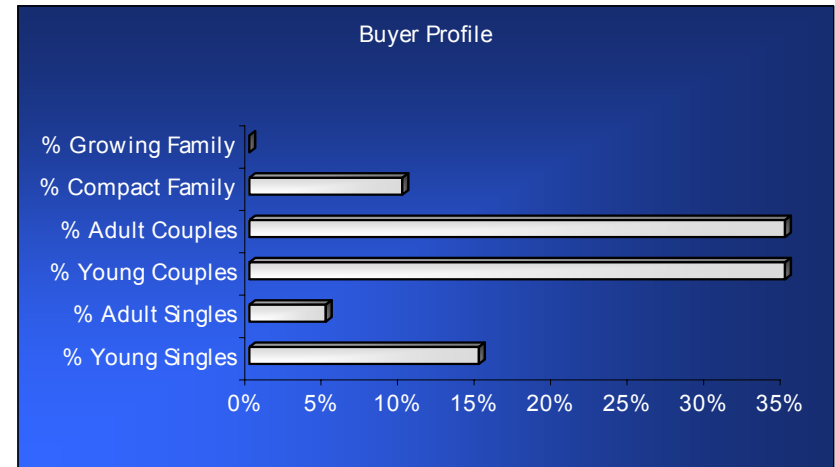
Prototype

Markethouse Lofts - San Jose
 Hawthorne Place - San Francisco
 Oliver Lofts - Emeryville
 Emeryville Warehouse Lofts - Emeryville
 Oriental Warehouse Lofts - San Francisco
 The Phoenix Lofts - Oakland



Mid Rise & Executive Condominiums

Overall Density	50+ DUA	
Price Range	Range: \$450,000 to \$625,000	Average: \$ 537,500
Sq. Ft. Range	1,100 to 1,650 SF	1,400
		\$384
Sales Per Month	6	
Buyer Profile:	% Young Singles	15%
	% Adult Singles	5%
	% Young Couples	35%
	% Adult Couples	35%
	% Compact Family	10%
	% Growing Family	0%



Comments

Resort-Style living
 Elevator access to all levels
 Secure building with underground parking
 Central courtyard
 Dramatic 9' to 10' Ceilings
 Private patios and terraces
 Higher quality specifications and features

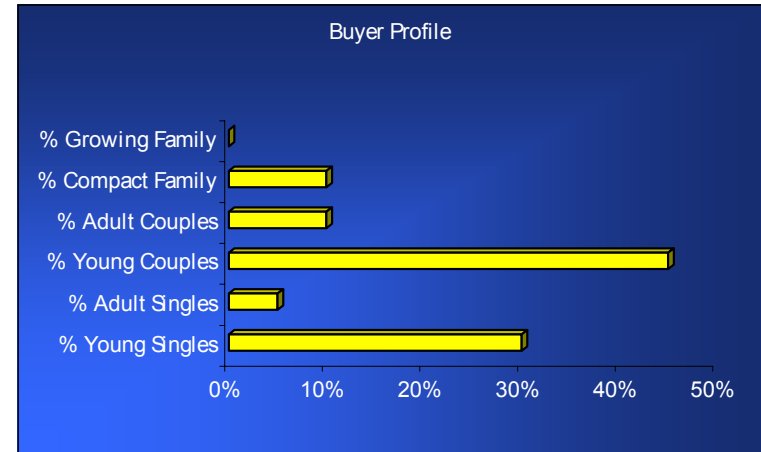
Prototype

Marquee @ Park Place - San Diego
 Villa d'Este - Playa Vista - Los Angeles
 Trellis - San Diego



Transit-Oriented Product

Overall Density	40-50 DUA		
Price Range	Range:	Average:	
Sq. Ft. Range	\$350,000 to \$450,000	\$	400,000
Sales Per Month	700 to 1,300 SF		1,000
			\$400
Buyer Profile:			
	% Young Singles		30%
	% Adult Singles		5%
	% Young Couples		45%
	% Adult Couples		10%
	% Compact Family		10%
	% Growing Family		0%



Comments

Very Urban
 Located adjacent to transit line
 Contemporary architecture
 Similar to Mid-Rise product

Prototype

Whisman Park - Mt. View
 The Crossings - Mt. View
 Emery Station - Emeryville



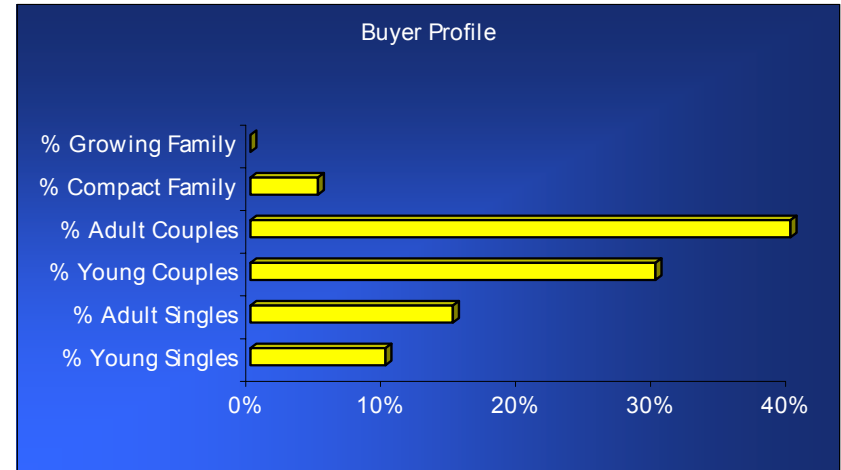
High Rise

Overall Density 50-100+ DUA

	Range:	Average:
Price Range	\$425,000 to \$725,000	\$ 575,000
Sq. Ft. Range	700 to 2,000 SF	1,350
		\$485

Sales Per Month 6

Buyer Profile:	% Young Singles	10%
	% Adult Singles	15%
	% Young Couples	30%
	% Adult Couples	40%
	% Compact Family	5%
	% Growing Family	0%



Comments

Primary buyers for the residential products are adult households without children
 Mature Couples – Moving down from larger SFD homes as their children
 have left the nest and they begin retirement or pre-retirement phase of their life
 Exceptional features, amenities & common facilities
 Private patios and terraces

Prototype

The Towers @ Embarcadero South - San Francisco
 La Vita - San Diego



SINGLE FAMILY DETACHED PROGRAMS

1. Courtyard – 2-Pack
2. Small-Lot SFD
3. Alley-Loaded
4. Standard-Lot SFD
5. Large-Lot SFD



PRODUCT ARRAY - MATRIX OF PROGRAMS COYOTE VALLEY

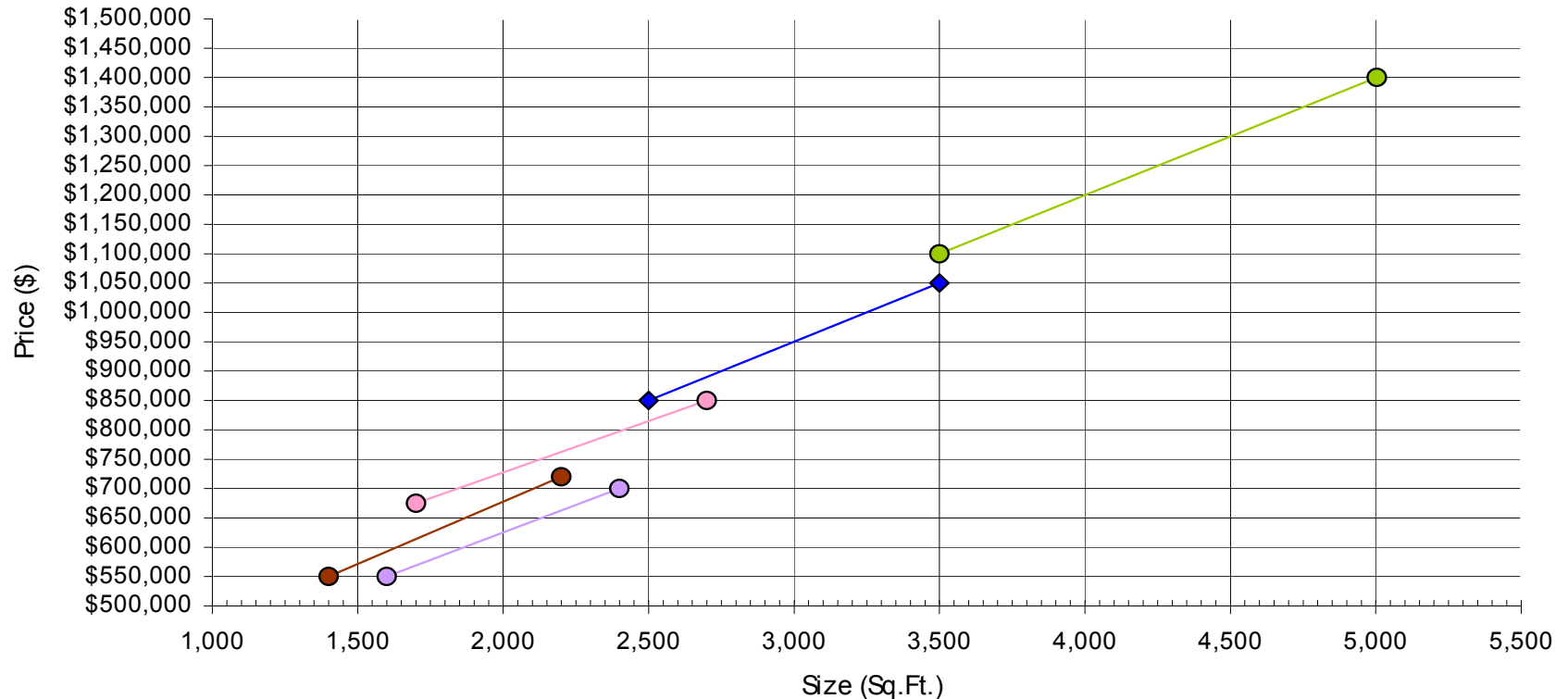
Detached Programs

Alley-Loaded SFD				Courtyard-2-Pack				Small-Lot SFD				Standard-Lot SFD				Large-Lot SFD								
1,700	\$	675,000	\$	397	1,600	\$	550,000	\$	344	1,400	\$	550,000	\$	393	2,500	\$	850,000	\$	340	3,500	\$	1,100,000	\$	314
2,700	\$	850,000	\$	315	2,400	\$	700,000	\$	292	2,200	\$	720,000	\$	327	3,500	\$	1,050,000	\$	300	5,000	\$	1,400,000	\$	280
2,200	\$	762,500	\$	356	2,000	\$	625,000	\$	318	1,800	\$	635,000	\$	360	3,000	\$	950,000	\$	320	4,250	\$	1,250,000	\$	297



PRELIMINARY PRODUCT ARRAY - SINGLE FAMILY DETACHED PROGRAMS COYOTE VALLEY

(Base Prices - No Premiums Added - Today's dollars - July of 2004)



Alley-Loaded SFD

Courtyard-2-Pack

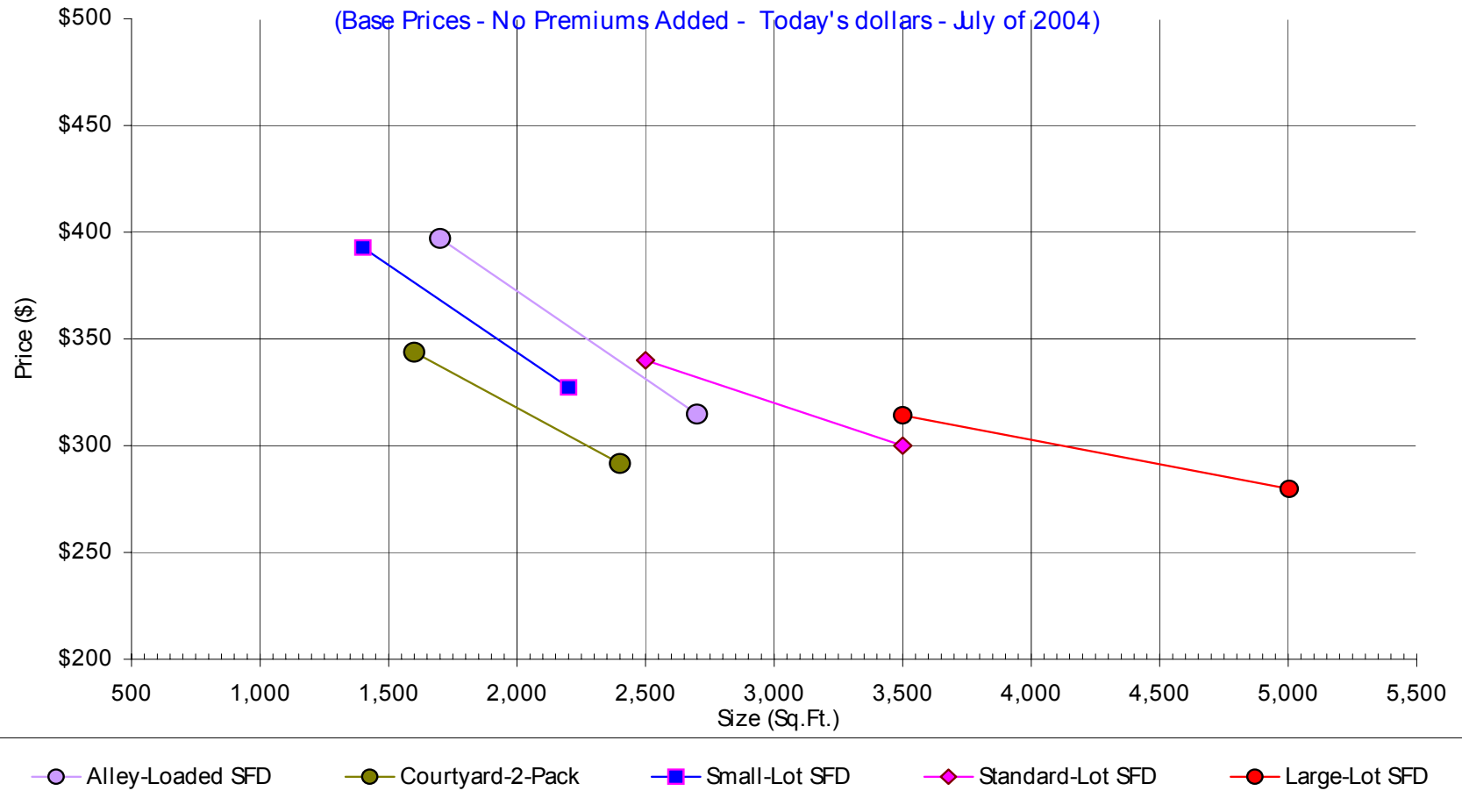
Small-Lot SFD

Standard-Lot SFD

Large-Lot SFD



PRELIMINARY PRODUCT ARRAY - SINGLE FAMILY DETACHED PROGRAMS COYOTE VALLEY



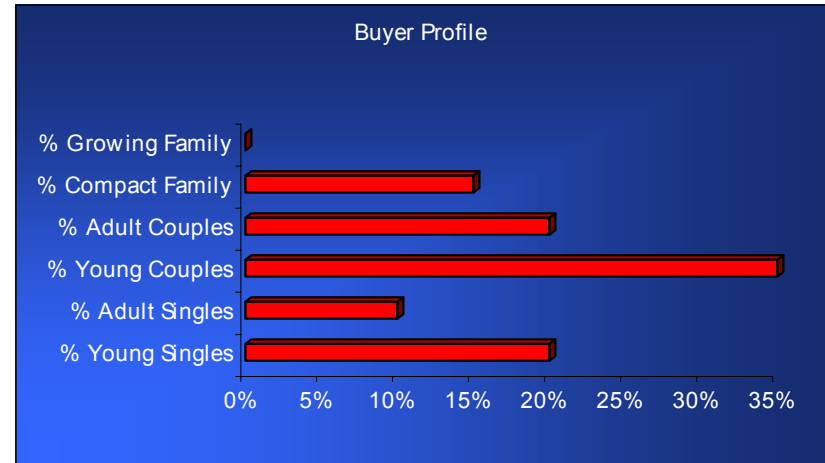
Courtyard & 2-Pack Homes

Overall Density 8-12 DUA

	Range:	Average:
Price Range	\$550,000 to \$700,000	\$ 625,000
Sq. Ft. Range	1,600 to 2,400 SF	2,000
		\$313

Sales Per Month 6

Buyer Profile:	% Young Singles	10%
	% Adult Singles	10%
	% Young Couples	20%
	% Adult Couples	10%
	% Compact Family	20%
	% Growing Family	30%



Comments

Compact lot size accommodates single family lifestyle at a more affordable price
First-time buyers, young families, and empty nesters enjoy this product
Standard 2-car garage
Small backyards
Traditional floor plans
Average specifications and features

Prototype

Tesoro - San Jose
The Courtyards@ Eagle Ridge - Gilroy



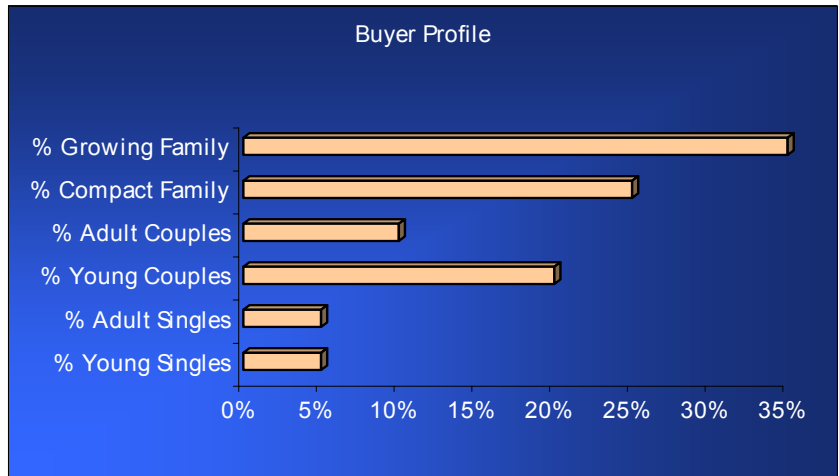
Small-Lot Single Family Detached

Overall Density 10-14 DUA

	Range:	Average:
Price Range	\$550,000 to \$720,000	\$ 635,000
Sq. Ft. Range	1,400 to 2,200 SF	1,800
		\$360

Sales Per Month 6

Buyer Profile:	% Young Singles	5%
	% Adult Singles	5%
	% Young Couples	20%
	% Adult Couples	10%
	% Compact Family	25%
	% Growing Family	35%



Comments

Various iterations of this program include lots ranging from:

2,500 to about 3,500 SF

3 and 4 bedroom plans

Small side or back yards

Dramatic 9' to 10' Ceilings

Some flexibility in floor plans

Average quality specifications and features

Prototype

Ravenna - San Jose

Promenade @ Rivermark - Santa Clara



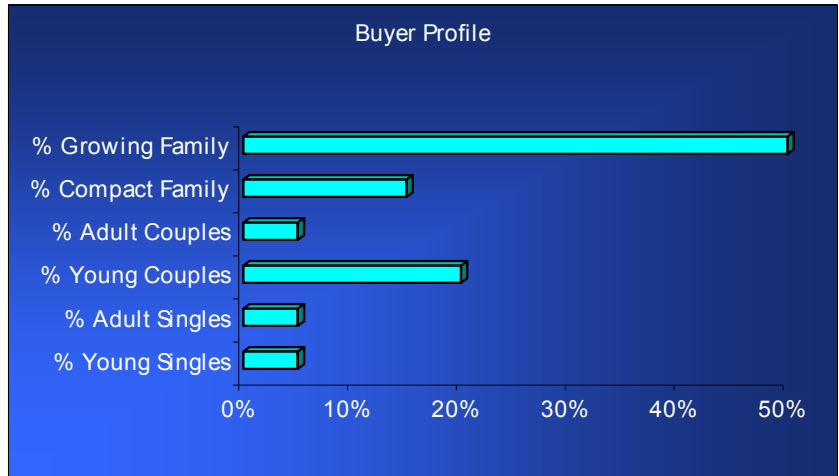
Alley-Loaded Homes

Overall Density 8-10 DUA

	Range:	Average:
Price Range	\$675,000 to \$850,000	\$ 762,500
Sq. Ft. Range	1,700 to 2,700 SF	2,200
		\$356

Sales Per Month 6

Buyer Profile:	% Young Singles	5%
	% Adult Singles	5%
	% Young Couples	20%
	% Adult Couples	5%
	% Compact Family	15%
	% Growing Family	50%



Comments

Great curb appeal
 Provides for guest-suite/cottage option over garage
 2-car garage is detached, and to the rear of the street
 Small front porch
 Dramatic 9' to 10' Ceilings
 Small yards
 Three to four bedrooms
 Higher quality specifications and features

Prototype

Cottage Collection - San Jose
 Promenade - Hercules
 Ladera - Orange County
 Villa Paseo - San Ramon



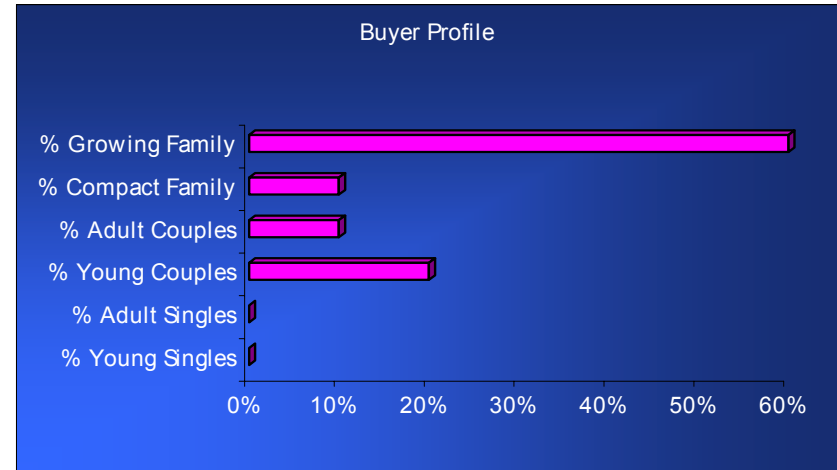
Standard-Lot Single Family Detached

Overall Density 6-8 DUA

	Range:	Average:
Price Range	\$850,000 to \$1,050,000	\$ 950,000
Sq. Ft. Range	2,500 to 3,500 SF	3,000
		\$320

Sales Per Month 6

Buyer Profile:	% Young Singles	0%
	% Adult Singles	0%
	% Young Couples	20%
	% Adult Couples	10%
	% Compact Family	10%
	% Growing Family	60%



Comments

Strong family-oriented designs with plenty of bedroom space
and areas for family entertainment
Two story design
Wood-burning fireplaces
9' Ceiling Height
Typical lot size is 4,500 to 5,500
Design emphasis: Traditional, Monterey, Spanish style
Efficient to build, and maximizes the flexibility to the buyer
Average quality specifications and features

Prototype

The Glen @ Rivermark - Santa Clara
Aventura @ Windemere - San Ramon
Heirloom Collection - Hercules



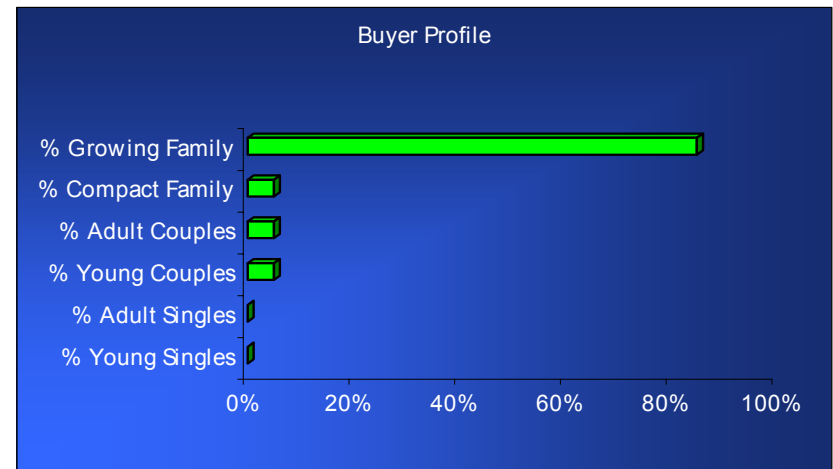
Large-Lot Single Family Detached

Overall Density 5-6 DUA

	Range:	Average:
Price Range	\$1,100,000 to \$1,400,000	\$ 1,250,000
Sq. Ft. Range	3,500 to 5,000 SF	4,250
		\$294

Sales Per Month 6

Buyer Profile:	% Young Singles	0%
	% Adult Singles	0%
	% Young Couples	5%
	% Adult Couples	5%
	% Compact Family	5%
	% Growing Family	85%



Comments

Provides the growing family an opportunity to move-up into larger homes
on largest lot size in the community
Tremendous flexibility of floor plans and designs
Typically 4 to 7 bedrooms
Guest Suite options
Large backyards
Family rooms, formal dining rooms, libraries, dens, walk-in pantry,
lofts, retreats, & flex-space options dominate this program

Prototype

The Glens @ Eagle Ridge - Gilroy
Bridlewood - Gilroy
Sterling Preserve - Brentwood

